

Running the Fashion Design Business

Total Marks: 30

1. Give short answers for the following questions: (12)
 - i. Define the following terms and concepts as discussed in the module:
Sales promotion, advertising, publicity, formal fashion shows.
 - ii. What is the purpose of fashion promotion?
 - iii. Explain the difference between advertising and publicity?
 - iv. When supplying apparels to the retailers sometimes financial problems are created. How?
 - v. 'Textile sales people encourage manufacturers to make a commitment early in the season to buy a specific amount of yardage 'Why?
 - vi. How the fabric should be inspected when it is received.
2. Describe various types of media and their role in fashion promotion. (6)

Projects

1. Find at least two examples of co op advertising from a fashion magazine. (2)
2. Analyse the advertising campaign by a fashion designer in newspapers and fashion magazines. Do they have a high fashion image or popular appeal? Do you feel that the advertisements were effective? Do they use photography or the artists' illustration? (write a report and produce the images of the campaign) (5)
3. Visit local designer, evaluate the display techniques, both in windows and interiors. Is lighting used effectively? Is the merchandise arranged attractively? (Produce a report on your observations) (5)